

WMBF TV, MYRTLE BEACH - FLORENCE

2016 POLITICAL GUIDELINES

The Station's classes of time are as follows:

Fixed or P-1 – Ads scheduled to air in a particular program at a precise time, break, or day. These ads **may not** be preempted in favor of any other ad, and will air as scheduled in the absence of unforeseen circumstances or circumstances beyond the Station's control. Circumstances that may require a preemption include, but are not limited to, program changes, technical difficulties, breaking news, and human error, or changes required to meet legal obligations such as equal opportunity and federal reasonable access requirements. Because the Station has a limited number of commercial avails, even "fixed" time may be sold out. In this case, the Station will endeavor to locate a comparable area for placement of a candidate's time. If a spot in this class of time is preempted, the Station will offer the advertiser a make-good, as provided below. Station reserves the right to adjust rates within any class of time prior to the broadcast to insure availability and equal opportunity.

Non- Preemptible or P-2 - Ads scheduled to air at the Station's discretion within or adjacent to the particular program, time period, daypart, or day as specified by the advertiser. These ads **may not** be preempted in favor of any other ad, and will air as scheduled in the absence of unforeseen circumstances or circumstances beyond the Station's control. If a spot in this class of time is preempted, the Station will offer the advertiser a make-good, as provided below. Station reserves the right to adjust rates within any class of time prior to broadcast to insure availability and equal opportunity.

Candidate Discount Rate or P-3 - Ads scheduled to air at the Station's discretion within or adjacent to the particular program, time period, daypart, or day as specified by the advertiser. These spots **may** be preempted in favor of other ads with prior notice to the advertiser. If notice is not given by the Station, the ads become non-preemptible. If a spot in this class of time is preempted, the Station will offer the advertiser a make-good, as provided below. The ad will run as scheduled in the absence of unforeseen circumstances or circumstances beyond the Station's control. Station reserves the right to adjust rates within any class of time prior to broadcast to insure availability and equal opportunity. Spots purchased in this class of time have a 25% likelihood of being preempted.

Preemptible With Notice or P-4 – Ads scheduled to air at the Station's discretion in the particular program, time period or daypart specified by the advertiser. These ads **may** be preempted in favor of other ads with prior notice to the advertiser. If notice is not given by the Station, the ads become non-preemptible. If a spot in this class of time is preempted, the Station will offer the advertiser a make-good, as provided below. Station reserves the right to adjust rates within any class of time prior to broadcast to insure availability and equal opportunity. Spots purchased in this class of time have a 60% likelihood of being preempted.

Immediately Preemptible or P-5 - – Ads scheduled to air at the Station's discretion in the particular program, time period or daypart specified by the advertiser. These ads can be preempted in favor of Fixed, Non-Preemptible, Candidate Discount or Preemptible With Notice class spots. No makegoods are available for spots in this class that are preempted. Station reserves the right to adjust rates within any class of time prior to broadcast to insure availability and equal opportunity. Spots purchased in this class of time have a 95% likelihood of being preempted.

The Station will provide upon request an updated good faith estimate of the probability that a spot purchased in a specified time period and class will be preempted. The Station can provide only an estimate of preemption probability, not a guarantee, and subsequent purchases of time can affect the probability that a spot actually purchased would be preempted. In particular, when demand for Station

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inventory is particularly high, as can occur in the pre-election windows, the likelihood of preemption may increase.

Spots purchased in any class of time are subject to preemption for special unforeseen circumstances, such as program overruns, live events, equipment failure, weather or emergency situations, breaking news, or similar events. Preemptions also may be required to meet the Station's legal obligations, including but not limited to obligations relating to equal opportunity and federal reasonable access requirements. The Station will offer make-goods, as provided below, to advertisers whose spots are preempted for these reasons and who have purchased time in a class that entitles the advertiser to make-good protection.

Rotations other than those shown on the attached rate card are available upon request. The Station also airs spots sold on our digital channels WMBF Xtra 32.2 and WMBF THIS TV 32.3. Please contact the Station for more information. In addition, the Station airs spots sold through the NBC Television Network, to air on multiple stations affiliated with that Network.

It is not the Station's practice to guarantee rating points delivery absent a written agreement. However, the Station may negotiate guaranteed ratings points delivery with advertisers who request such a guarantee. If the Station and the advertiser reach agreement, the result of those negotiations is a written, mutually-agreed upon ratings delivery figure. To qualify for consideration, ratings delivery must be agreed upon, in writing, in advance of the schedule. Any shortfalls of that agreed-upon delivery cannot be calculated until Nielsen publishes its quarterly "ratings survey" results, known in the industry as "sweeps." In such instances, should overall actual delivery fall below the agreed upon estimated delivery, the Station normally airs additional spots to reach the mutually agreed upon level. THE STATION DOES NOT PROVIDE UNDERDELIVERY MAKE-GOODS ON THE BASIS OF OVERNIGHT RATINGS. Because no "sweeps" books will be published during the pre-election period, the Station cannot provide political advertisers with underdelivery make-goods in accordance with its standard practice. However, the Station will make available to political advertisers the benefits of any underdelivery make-goods provided to commercial advertisers buying time in the same class and time period as political advertisers. Accordingly, the Station has factored a discount into the rates quoted on the attached rate card to compensate political advertisers for their risk of underdelivery.